



Exhibitor News & Updates

June/July 2026

HPBExpo27 Exhibitor Graphics



Start Promoting Your Presence at HPBExpo27

Your participation in HPBExpo27 is more than a booth reservation, it's an opportunity to connect with qualified buyers, strengthen customer relationships, and showcase what's new for 2027.

To help you maximize your investment, we've created **complimentary HPBExpo27 promotional graphics**, including social media images, email signature banners, and website graphics that make it easy to let your customers, prospects, dealers, distributors, and industry partners know you'll be exhibiting in Nashville.

Why Start Promoting Now?

The most successful exhibitor marketing campaigns don't begin a few weeks before the show, they build awareness over time.

By starting now, you can:

- **Increase awareness** of your participation among current and prospective customers
- **Give buyers more opportunities** to plan meetings and appointments with your team
- **Build anticipation** for product launches, demonstrations, and announcements
- **Reinforce your commitment** to the industry and your customers
- **Extend the value** of your HPBExpo investment well before the show begins

Every post, email, and website mention helps put HPBExpo27 in front of more industry professionals.

Easy Ways to Use the Graphics

1. Add an Email Signature Banner

Every email your team sends is an opportunity to **promote your presence** at HPBExpo27. Add the official exhibitor banner to employee email signatures and link it to your company website or HPBExpo exhibitor listing.

2. Share on Social Media

Use the graphics on LinkedIn, Facebook, Instagram, X, and other social platforms. Consider posting:

- Your booth number
- New products you'll be showcasing

- Product demonstrations or training opportunities
- Spotlight the team members attending the show
- Customer meeting invitations

3. Feature HPBExpo27 on Your Website

Add a graphic to your homepage, events page, or dealer portal to let customers know where they can find you in Nashville.

4. Include in Customer Communications

Add the graphic to newsletters, sales emails, dealer communications, and customer invitations throughout the year.

A Few Best Practices

- Post regularly rather than just once.
- Tag HPBExpo and HPBA when sharing on social media so we can help amplify your message.
- Include your booth number whenever possible.
- Encourage your sales team and employees to share company posts with their networks.
- Continue promoting your participation as new products, demonstrations, and show plans are announced.

Together, we can build excitement for HPBExpo27 and help ensure another strong event in Nashville.

Download today and start spreading the word!

[ACCESS HPBExpo27 EXHIBITOR GRAPHICS](#)

EXHIBITOR INSURANCE REQUIREMENTS

All exhibitors participating in HPBExpo27 are required to maintain insurance coverage **and provide a Certificate of Insurance (COI) as a condition of exhibiting.**

Required Coverage

Exhibitors must maintain General Liability insurance with minimum limits of:

\$1,000,000 Each Occurrence
\$2,000,000 General Aggregate

As a convenience to exhibitors, temporary exhibitor general liability insurance is available for purchase through RainProtection. Click the link below for details. If you prefer to add the coverage to an existing policy, please send a COI to exhibits@hpba.org by January 4, 2027.

[PURCHASE REQUIRED LIABILITY POLICY](#)

In addition, exhibitors must maintain:

- Workers' Compensation insurance as required by applicable law
- Employer's Liability insurance as required by applicable law
- Property insurance covering exhibit materials, displays, products, and other property brought to the event



Additional Insured Requirement

Your Certificate of Insurance must name the following as Additional Insureds:

Hearth, Patio & Barbecue Association (HPBA), Show Management, Music City Center, and their respective officers, directors, employees, and agents.

Submission Requirements

A Certificate of Insurance must be submitted to HPBA no later than **January 4, 2027**.

Email Certificates of Insurance to: exhibits@hpba.org

Exhibitors are responsible for ensuring that coverage remains in effect throughout move-in, show days, and move-out.

Questions

Questions regarding insurance requirements may be directed to: exhibits@hpba.org

Failure to provide a valid Certificate of Insurance by the deadline may result in delays or restrictions on exhibit installation and participation in HPBExpo27.



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 the official housing link on hpbexpo.com.

[BOOK EXHIBITOR HOUSING](#)

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Questions About Exhibiting? Contact: exhibits@hpba.org



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