



Exhibitor News & Updates

October 2026

The Exhibitor Service Manual is available, Exhibitor Registration and Housing are open, Sponsorship and New Product Pavilion opportunities are available, and there are several ways to make the most of your company's presence in Nashville!

Exhibitor Service Manual Is Now Available

The HPBExpo27 Exhibitor Service Manual is your go-to resource for preparing your booth and handling the details of exhibiting at HPBExpo27. It includes information on ordering booth services; shipping and material handling; Freeman (official general services contractor), Music City Center, and other approved vendor forms; important deadlines; requirements; and more.

We encourage you to review the manual early in your planning process, so you know what services and requirements apply to your company. **Ordering services by the applicable advance-order deadlines can help you save money and ensure everything is in place when you arrive in Nashville.**



[View the Exhibitor Service Manual](#)

Want to Stand Out at HPBExpo27?

Sponsorship Packages and New Product Pavilion opportunities are now available, giving exhibitors additional ways to increase visibility *before, during, and after* the show.

Sponsorship Packages

Your booth puts you at HPBExpo27. Sponsorship helps make sure people know you're there.

Exhibiting gives your company a presence on the show floor. **Sponsorship gives you additional visibility before attendees arrive, while they are planning their time at Expo, and throughout the show.** It puts your company name and brand in more places, more often, and helps reinforce your presence beyond your booth.



Sponsorship also sends a message to the industry: **your company is invested in HPBExpo and supports the industry it serves.** Whether your goal is to build awareness, reinforce your brand, highlight a specific product or initiative, or simply make a bigger impression at the show, sponsorship gives you opportunities to extend your reach beyond the exhibit hall.

All packages include recognition wherever HPBExpo27 sponsors are collectively promoted, recognition within the mobile app, additional complimentary Expo registrations, and additional exhibiting priority points for booth selection. As sponsorship levels increase, so do the opportunities to put your company front and center, including options such as **logo recognition, mobile app enhancements, HPBExpo Industry Party sponsorship, Retailer Roundtables, additional Show Floor Visibility, Attendee Registration sponsorship, and HPBExpo Opening Session sponsorship.**

Get your company in front of attendees before they even arrive.

The sooner you sign up, the more opportunities you'll have to be seen.

Sponsors confirmed by **October 23** will be included in the printed HPBExpo27 **Attendee Registration Brochure**, which will be mailed to 8,000+ prospective attendees ahead of the show.

That's visibility before the first attendee walks through the doors.

[Add Sponsorship Package](#)

New Product Pavilion

Attendees come to HPBExpo to see what's new. Make sure they see yours.

New products are one of the biggest reasons industry professionals come to HPBExpo. They're looking for the products that can drive sales, meet changing consumer demand, and shape what's next for their businesses.

The New Product Pavilion puts your new product in the spotlight, giving attendees an easy way to discover it and a reason to seek you out on the show floor to learn more. **It's a simple way to turn a new product into a booth traffic driver.**

NPP entries are now open, and participating products are eligible for the **Attendees' Choice Award**, with the winner recognized at the Ultimate Awards show on Friday, March 5.

Submit your entry this month for **Early-bird rates!**

[Enter New Product](#)



[Register Your Staff](#)

Use Your HPBA ID#
as your password for

Register Your Team Early and Save

Exhibitor badge registration is open!

Register your booth staff by **December 7** to take advantage of Early Bird registration rates.

Your exhibit space includes **2 complimentary registrations per 100 sq. ft.**, plus **2 additional complimentary badges for HPBA members.** Need more badges for your team? Additional staff can be

exhibitor badge registration.

registered at the Early Bird rate through **December 7**.

Don't have everyone's names finalized yet?
That's okay. Register your team now and update names later if your staffing plans change.

Book Your Hotel Room ASAP

If you haven't booked your hotel room yet, now is the time.

HPBExpo27's official hotel block is already seeing strong demand, and individual hotels may sell out as we get closer to the show.



Booking through the official HPBExpo27 housing block also puts you in the heart of the action. Music City Center and downtown Nashville are within walking distance of the official hotel options, making it easy for your team to get to the show and enjoy everything Nashville has to offer.

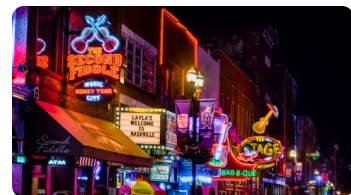
Book Your Hotel Room



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 hpexpo.com.

Planning a Meeting or Event During HPBExpo27?



If your company is planning a meeting, reception, dinner, or other event in Nashville during the week of HPBExpo27, please remember to submit the [Ancillary Meetings & Events Form](#).

This helps HPBA understand everything taking place during Expo week, coordinate with the venue and provide a complete picture of the business and activity HPBExpo brings to Nashville. That information is also valuable as we plan future shows and demonstrate the impact HPBExpo has in our host cities.

Planning an activity inside your booth? You do not need to submit the Ancillary Meetings & Events Form. Instead, review the Exhibitor Service Manual and complete the [Variance Form](#) for your booth activity.

Review Ancillary Meetings & Events Policy

Manufacturer Training Sessions

Manufacturer Training Sessions provide exhibitors with an opportunity to deliver technical, manufacturer-led education on products, installation, service, technology, or other areas of expertise to HPBExpo attendees.

The early-bird rate is \$1,159 through December 7 and increases to \$1,359 after December 7 if space remains.

If your company is interested in presenting a session, contact us today for availability.

[Contact Us](#)

Don't Forget: Exhibitor Insurance Is Required

All HPBExpo27 exhibitors are required to maintain appropriate insurance coverage. If your company does not already have coverage that meets the requirements, temporary exhibitor insurance is available for purchase through the Exhibitor Service Manual.

Be sure to review the [insurance requirements](#) as you prepare for the show.

[Purchase Temporary Exhibitor Insurance](#)

Mark Your Calendar

October 23

Deadline for [sponsor](#) recognition in the printed HPBExpo27 attendee registration brochure.

October 30

Early bird deadline for [New Product Pavilion](#) entries.

December 1

Indoor and Outdoor [Burning Request](#) forms due.

December 7

Early bird [exhibitor registration](#) deadline.

February 1

[Freeman](#) advance-order deadline and official HPBExpo27 [hotel block](#) deadline.

March 3–6, 2027

[HPBExpo27](#) | Music City Center | Nashville, Tennessee

Education Day March 3 • Exhibits & Education open March 4–6

We look forward to seeing you in Nashville!

Newsletter Archive

Missed a previous edition?

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QUESTIONS ABOUT EXHIBITING? Contact: exhibits@hpba.org



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