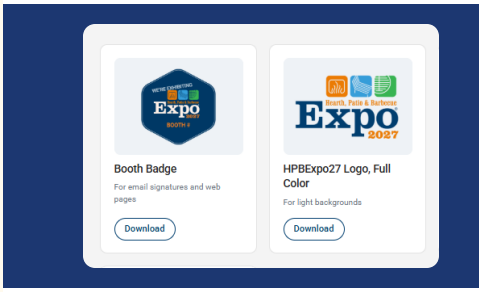
Exhibitor News & Updates **November 2026**

HPBExpo27 opens at the Music City Center in Nashville, Tennessee, in less than four months. This issue covers how to get more from your booth — before, during, and after the show — and the deadlines to meet before the end of the year.

Booth Experience & Lead Generation



Updated: Exhibitor Marketing Toolkit

New graphics and content are ready for you to promote your presence and invite your customers to your booth.

HPBExpo27 is your platform to meet with new buyers as well as your existing customers in one place - make sure they are planning to attend!

Add HPBExpo27 graphics to your email signatures, website, social media, and customer emails now so your customers plan their visit.

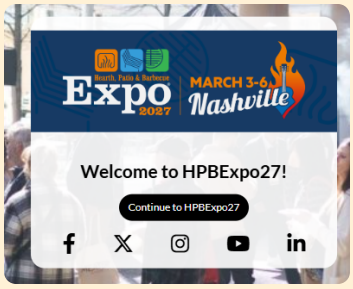
>>Access Updated Toolkit

Now Available: Update Exhibitor Listing for Mobile App

Attendees will use the HPBExpo27 mobile app to plan their time on the show floor. **A complete company & product listing** helps them find you.

You can now log in to review your company description, website, product categories, and brands. You can also feature individual products, show specials, videos, and press releases.

>>Update Your Listing



Capture Attendee Contact Info with Lead Retrieval Service

Lead retrieval service lets your team scan attendee badges and capture contact information of the buyers visiting your booth. This allows you to follow up quickly after the show and throughout the year to build these new

relationships! Order through the badge registration dashboard or click the link below.

>>Order Lead Retrieval | Order by December 22 for Best Rate

Add a Sponsorship for Extra Visibility

Sponsorship packages put your company in front of attendees before they arrive and while they are onsite at HPBExpo. Review our wide variety of packages spanning various levels of recognition and sign up today to increase your booth traffic.



>>View Sponsorship Packages | >>Contact us About Sponsorship

Enter the New Product Pavilion



Showcase your newest products in the New Product Pavilion, where attendees look for what is new this year, then seek your booth out on the show floor to discuss! Each entry is also eligible for Attendees' Choice – winners announced live at the Ultimate Awards Show on Friday, March 5!

>>Submit an Entry | Space is Limited

Indoor Exhibitors: Add An Outdoor Booth

HPBExpo Outdoor Burn is back for 2027 in Nashville! You've already signed up to exhibit, and now's your chance to have an outdoor presence as well – steps away from indoor exhibits. A limited number of outdoor spaces are available for 10x10, 10x20, and 20x20 booths. Additionally, street level spaces up to 10x40 are available for trailers/mobile units. Outdoor spaces are likely to sell out. *Get started below - Outdoor Exhibits are located on the left side of the floor plan.*

>>View Floor Plan | >>Submit Outdoor Booth Application

Reminders

- **Book your hotel now.** Nashville hotels are likely to sell out. Book within the official HPBExpo27 block through Maritz to secure a room near the Music City Center and evening entertainment. Exhibitors booking in the block will also receive additional priority points for 2028 booth selection! **>>Exhibitor Housing**

- **Register your staff.** Register your booth team now. Additional badges over your comp allotment will be at a reduced, early-bird rate for badges purchased by December 7. You can update names later at no additional cost. **>>Exhibitor Badge Registration**
  Use Company ID as Your Password:

- **Submit appliance burn requests.** Exhibitors planning to burn products indoors or outdoors must submit a burn request by December 1. **>>Indoor Burn Request** **>>Outdoor Burn Request**

- **Place Freeman and Music City Center orders.** Order booth furnishings, carpet, electrical, gas, internet, and other services through the Exhibitor Service Manual. Advance order deadlines differ depending on vendor. **>>Exhibitor Service Manual**

- **Purchase temporary exhibitor insurance.** All exhibitors must provide proof of insurance. If your company coverage does not meet the requirements, temporary exhibitor insurance is available through RainProtection. **>>Temporary Exhibitor Insurance**



Beware of Hotel and List Scams

Exhibitors may receive fraudulent calls or emails from companies offering HPBExpo27 hotel rooms or attendee lists. These companies **are not affiliated with HPBA**.

Maritz is the only official housing provider for HPBExpo27, and HPBA does not sell attendee lists.

Do not share payment information with unsolicited callers. If you are unsure whether a contact is legitimate, email **exhibits@hpba.org**.



Education Day Is Wednesday, March 3

The **full HPBExpo27 education schedule** is now available.

Be sure to let your customers know that this is just one more reason to attend HPBExpo, and arrive in Nashville for classroom learning the day **BEFORE** exhibits open.

Show floor sessions will also take place March 4-6!

See details at **Education Day Returns**



Exhibitor Move-In: March 1–3

Exhibitor move-in runs Monday, March 1, through Wednesday, March 3 with all exhibits to be set by 5pm on March 3.

See advanced warehouse OR show site shipping information in the **Exhibitor Service Manual**.

Limited early move-in on Sunday may be available on request.

To ask about early move-in, email **amyjackson@hpba.org**.

Newsletter Archive

Missed a previous edition?
Access all past Exhibitor Newsletters on **hpbexpo.com/exhibit/newsletters**.

QUESTIONS ABOUT EXHIBITING? Contact: exhibits@hpba.org