



Exhibitor Bulletin

HPBExpo 2013 | March 13-16 | Orange County Convention Center - North Building | Orlando, Florida

November, 2012 Exhibitor Bulletin #4

ONLINE EXHIBITOR SERVICE MANUAL:

Check the Exhibitor Services page on www.hpbexpo.com for the link to the **Freeman OnLine Exhibitor Service Manual**. Use this important manual to guide your planning of your exhibit experience. You'll find order forms for everything including carpeting, electrical, internet, booth structures and furnishings, and much more. Included in this Bulletin is a printed *Table of Contents* for the manual for your convenience. *Please note: some Freeman order forms require you to create a Freeman OnLine user name and password.*



HPBExpo MOBILE APP & OTHER SPONSORSHIPS:

HPBExpo has upgraded its mobile app for 2013! Available for download in January, iPhone, iPad, Android,

and Blackberry users will be able to use the app before, during, and after the Expo! Don't miss this opportunity to reach these users. We have a wide range of mobile app sponsorships available, starting at just **\$500!** Take a look at the enclosed brochure.

There are plenty other exhibitor sponsorships available ranging from registration bags, pens, and signage to a fun, show-wide pedometer contest for attendees. Take a look at the offerings on the enclosed forms and online under EXHIBITORS -> SPONSORSHIP OPPS.

NEW PRODUCT PAVILION & ATTENDEES CHOICE AWARDS: Are you planning to show a new product at HPBExpo 2013? If so, you'll want to showcase that product in the HPBExpo New Product Pavilion! Table-top displays are

available for \$325, and free-standing displays are \$400. Exhibitors can demonstrate a burning appliance in our outdoor New Product Pavilion for \$400. To enter, go to www.hpbexpo.com and click on SHOW INFO -> NEW PRODUCT PAVILION.

Indoor New Product Pavilion entries will be contestants for the HPBExpo 2013 Attendees Choice Awards (exhibitors may opt-out if they wish). Winners for both hearth and outdoor living categories will be announced at the HPBExpo Industry Party on the night of Friday, March 15, at the House of Blues.



HPBExpo 2013 INDUSTRY PARTY AT THE HOUSE OF BLUES - ORLANDO: All individuals with an HPBExpo 2013 badge are invited to attend the Industry Party at House of Blues! Attendees will be able to purchase food and beverages at the party; however, we encourage exhibitors to pre-order food and discounted drink tickets to hand out to attendees at the show, prior to the event. See the enclosed event information and advanced ticket order form.



We've updated our Exhibitor logo to include show details. Download today from the Exhibitor Services page online and include on any promotional pieces to let buyers know you will be exhibiting at HPBExpo 2013!



ONLINE EXHIBITOR PROFILE: Is your company information accurately appearing on our website? If you haven't already updated your online profile, now is the time. You can update your profile at any time, but you must do so no later than **January 17** in order for those changes to appear in our printed Show Guide. Go to www.hpbexpo.com and click on **Exhibitors**, then **Exhibitor Services** for the profile update link. Email amyjackson@hpba.org if you need assistance with your update.

INDOOR AND OUTDOOR BURNING FORMS AND REGULATIONS: Exhibitors planning to burn appliance(s) indoor and/or outdoor must review the enclosed appliance-burning information. Exhibitors must complete and return the enclosed OCCC and HPBA forms to obtain permission to burn. **Deadline Alert:** Exhibitors must complete and return to HPBA the *Indoor Burn Area Appliance Specs* form and/or the *Outdoor Burn Area Appliance Specs & Fuel Order* form no later than **December 31, 2012**.

OUTDOOR BURN AREA TENT REQUIREMENTS FOR ORLANDO: All outdoor tents must be flame retardant (exhibitors must provide proof of flame retardant). **Canopies over 400 square feet and tents over 200 space feet must obtain a tent permit from the Orange County Building Department.** Tents over 1,200 square feet must have lighted exit signs. **All tents ordered through FREEMAN will meet the requirements (form available in the online Exhibitor Service Manual).**

BOOTH STAFF BADGE REGISTRATION AND HOTEL RESERVATIONS: Don't forget to register your booth staff for Expo badges (booth purchase does not automatically register individuals), and make their hotel reservations. Both registration and housing is available on our website at www.hpbexpo.com.

As an added bonus, exhibitors booking their hotel reservations through HPBA's onPeak housing service will receive an additional 5 points for 2014 booth priority points. Exhibitors booking 50+ room nights will receive another 10 points!
(Hotel reservations must be booked by January 1, 2013 to receive bonus priority points; added housing points expire annually)

HPBA 2013 MEMBERSHIP: Current HPBA manufacturing members have recently been mailed renewal invoices for 2013 membership. Companies planning to exhibit at the member rate should have their membership paid by January 1, 2013. New members can access an application within the online Exhibitor Service Manual or go online to www.hpba.org. Companies that do not pay membership dues must pay the non-member rate to exhibit.

EXHIBITOR CHARACTER AND CONDUCT POLICY: Please review the enclosed Exhibitor Character and Conduct Policy for HPBExpo 2013. It's important to share this notice with all booth staff present at the show.

FLOORPLAN COPY: Enclosed is a printed floor plan for indoor and outdoor booths at HPBExpo 2013. Always remember the importance of also checking the floor plan online since it is constantly being updated. It's a good idea to bookmark the page and check frequently for changes to the area(s) around your booth.

COMING SOON: Look for these items in your next Bulletin and update emails:

- Invite-A-Customer free exhibitor email service to promote your show participation
- HPBExpo Tailgate & Big Green Egg Cook-Off Competition – participation details, forms, etc.

QUESTIONS? CONTACT:
Amy J. Jackson, Exhibits Manager
(703)522-0086, ext. 125 or amyjackson@hpba.org



HPBExpo
MARCH 13-16, 2013
ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL
HPBExpo.com

Hearth, Patio & Barbecue Association
1901 North Moore Street, Suite 600
Arlington, Virginia 22209
Tel: 703.522.0086 Fax: 703.522.0548



ATTENTION EXHIBITORS: **Pre-Order Food & Beverage Tickets for the House** **of Blues Industry Party**

Friday, March 15, 2013
7:30pm – 11:30pm



\$10 Food Tickets!

\$5 Dessert Tickets!

\$7 Discounted Advanced-Order Only – Beer/Wine Tickets*!

-See Order Form Attached-

Join us for our annual industry party, located at the House of Blues! We are offering exhibitors the opportunity to pre-order food and beverage tickets to hand out to attendees during Expo as both a way to say thank you to your customers as well as encourage them to attend the party and join in the fun!

Party Line-Up:

- A Blues Brother theme featuring: The Jake and Elwood Blues Revue, with the familiar songs from the hit movie: “The Blues Brothers” and Saturday Night Live. The only Blues Brothers act in the world sanctioned by the Belushi estate and Dan Aykroyd.
- Stir Crazy, performing with their 9-piece band and full horn section.
- Dueling pianists on an adventure of comedy, music and a whole lot of improv - guaranteed to get folks on their feet and part of the action.
- Enjoy an acoustical guitar act on the outdoor patio for a change of scenery.

Everyone is invited to this industry event - only a 2013 HPBExpo badge required!
Complimentary shuttles will run throughout the evening from all HPBA hotels.

Complete the order form attached for food and beverage ticket orders. Food tickets can also be added to your company’s group Expo registration by logging into your registration dashboard (Member ID/Company ID required). Select the person from your View Existing Booth Staff that you want to apply charges, then select the “Edit” button next to Education & Event Ticket Options. For help or questions, please contact pratt@hpba.org. ***Sorry, drink tickets must be pre-ordered with the attached form. No drink tickets will be sold onsite – drinks of any kind can be purchased with cash or credit onsite at House of Blues.**

Our Generous Party Sponsors:





HPBExpo
MARCH 13-16, 2013
ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FL
HPBExpo.com

HPBA Industry Party Food & Beverage Ticket Pre-Order Form

Hand Out Pre-Ordered Tickets During Expo As a Way of Saying THANK YOU to Your Customers!

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

\$10 Food Ticket

covers choice of one of the following:

- Jambalaya & Corn Muffins
- BBQ Ribs & Slaw
- BBQ Chicken & Slaw
- Pulled Pork Sandwich & Slaw
- Meatloaf & Mashed potatoes
- Shrimp & Grits

\$5 Dessert Ticket

covers choice of one of the following:

- Chocolate Peanut Butter Brownie Squares
- Key Lime Pie

\$7 Discounted Advanced-Order Drink Ticket

covers choice of one of the following:

- Beer
- Wine

Number of Tickets (minimum order 25):

_____ \$10 Food Ticket \$_____ .00 Food Subtotal

_____ \$5 Dessert Ticket \$_____ .00 Dessert Subtotal

_____ \$7 Drink Ticket \$_____ .00 Drink Subtotal

TOTAL COST OF TICKET ORDER: \$_____

Individual food & dessert tickets can be purchased online, onsite at Expo, or during event at House of Blues.

Beverages do not require tickets and can be purchased with cash or credit during event at no-host bar.

****Note: Payment in full must be made at time of order.****

___ Enclosed is my payment for \$ _____ Check made payable to HPBA (US funds/US Bank only)

(check one) ___ Visa ___ MasterCard ___ American Express

Credit Card Number: _____ Expiration Date: _____ CVV: _____

Name Appearing on Card: _____

Signature: _____ Today's Date: _____

CC Billing Address & Postal Code: _____

SUBMIT FORM TO:

Hearth, Patio & Barbecue Association
Attn: Kelly VanDermark
1901 North Moore Street | Suite 600 | Arlington, VA 22209

Fax: (703) 522-0548 | Email: vandermark@hpba.org