



HPBExpo
MARCH 5-8, 2014
SALT PALACE
CONVENTION CENTER
SALT LAKE CITY, UT
HPBExpo.com

EXHIBITOR BULLETIN

Your source for Expo 2014 news and information.

EXHIBITOR EMAIL MARKETING OFFER (FREE!) | Our FREE Exhibitor Email Marketing Campaign, "Invite A Customer" is now available online through your registration dashboard (sign in online at REGISTER NOW and select Booth Promotion). "Invite A Customer" is a secure way to promote your presence at Expo to your customers without ever having to share your list with us. Online and complete FREE, an easy way to remind your customers to see you in Salt Lake! See insert for more information.

EXHIBITOR REGISTRATION WIDGET | New this year – another free and easy way to promote your booth and the show from your own website – the Exhibitor Registration Widget. Download the code from your HPBExpo registration dashboard and place on your website to display your company's name and booth number, as well as a clickable link to register for HPBExpo! Log in to your online registration dashboard today.



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EXHIBITOR LOGO AVAILABLE | Another great way to promote

your presence at HPBExpo 2014! Download and use the logo above on any marketing materials you are sending. Click on MARKETING on the EXHIBITOR section of our website.

EXPO PRESS PROGRAM | Please complete and return the enclosed "Information to the Media" form. Find complete information on the Expo Press Program online in the EXHIBITORS section of our website - click on MARKETING.

SPONSORSHIP AND SHOW GUIDE ADVERTISING | Get the most out of your exhibiting experience! Gain a competitive edge with the added exposure of an Expo sponsorship or Show Guide advertisement. Go to our

website at www.hpbexpo.com, click on EXHIBITORS, and either SPONSORSHIP or ADVERTISING for more information. Contact us for extended sponsorship and advertising deadlines! But hurry, time is running out soon.

HPBExpo TAILGATE & COOK-OFF EVENT | We will once again be holding a Tailgate event on Thursday, March 6 from 5:00pm-6:30pm, featuring the Big Green Egg Cook-Off Competition. We invite all outdoor and indoor exhibitors to cook and entertain attendees during this time. Indoor exhibitors can participate in the BBQ Demo Area. Complete and return the enclosed form if you would like to participate.

ALL INDUSTRY PARTY ADVANCED TICKETS AVAILABLE | The All Industry Party is back for 2014 - "Back to the 50's" at nearby venue The Depot will bring everyone together on Friday, March 7 from 7:30pm-11:30pm. Exhibitors can pre-order food and beverage tickets to give to dealers or supply to staff. Complete and return the enclosed form to place your bulk orders. *Orders for 15 tickets or less must be done online through your registration dashboard.*

HPBA Expo SKI & SNOWBOARDING EXCURSION | Plan for some fun after the Expo! Let HPBA handle the leg work while you enjoy a day with your dealers at Canyons Resort on Sunday, March 9. A flyer with additional information is enclosed in this Bulletin.

OUTDOOR HEATING PRODUCT DONATIONS NEEDED | Varsity Motor Coach will again be setting up in our Outdoor Burn Area broadcasting live sporting events. We are asking for product donations to create a ski lodge type of atmosphere for the area. Outdoor heating





product donations are also being accepted for use at the Tailgate & Big Green Egg Cook-Off Event on Thursday, March 6. If you would like to display your patio heaters, electric heaters, etc. (any warming product will be considered), complete and return the enclosed donation form.

EXHIBITOR SERVICE MANUAL ONLINE | Please review the HPBExpo Exhibitor Service Manual available online. Exhibitors can access the manual, available through Freeman Online, on the HPBExpo website. Go to www.hpbexpo.com, click on **EXHIBITORS**, and then **EXHIBITOR SERVICE MANUAL** to review our Exhibitor Welcome Letter, the Service Manual Table of Contents, and to access the link to Freeman Online. Be sure to click on **FORMS & BROCHURES** within Freeman Online, to access each section of our Service Manual. **Freeman's discount deadline is February 13, 2014. Prices increase after this date, so be sure to place orders by then to save money.** Order forms for services not offered by Freeman can also be found in the Manual, in the final section named "Additional Show Services". These services have different discount deadlines. Please take a look at each form you need to determine when to place your orders and save money. Items in this section include: A/V & Computers, Business Center, Cable, Catering, Internet, Lead Retrieval, Natural Gas/Air/Water/Drain, Photography & Video, Floral, Security, Telephone, and Temporary Booth Staff.

INDOOR AND OUTDOOR BURNING FORMS | Exhibitors planning to burn appliances should have completed and returned the appropriate forms at this time. If your form has not yet been submitted, please do so as soon as possible. Exhibitors burning appliances must read the complete section on burning in the Exhibitor Service Manual and make note of any new rules for 2014. Indoor natural gas users must be located in specific burn areas on the show floor. Outdoor exhibitors must

follow new rules for Salt Lake City such as specific tent certification, specific fire extinguisher type, propane tank location, etc. Please contact us with any questions.

BADGE REGISTRATION AND HOTEL RESERVATIONS |

All exhibit personnel must register for badges to enter the show floor. Go to www.hpbexpo.com and click on REGISTER NOW. Register for official Expo housing through our website as well - only reservations through onPeak are guaranteed for HPBExpo 2014.

HPBA MEMBERSHIP | Membership dues for HPBA members is now due. Renewing members should have received a renewal invoice in the mail. New members can download and complete a 2014 HPBA membership application online: www.hpba.org/members/join-hpba.

IMPORTANT - MATERIAL HANDLING NOTICE | All shipments received at the Freeman warehouse and the Salt Palace Convention Center and/or Outdoor Burn Area will incur a material handling fee by the official general contractor, Freeman. Exhibit materials that can be hand-carried in one trip from the parking lot by the exhibitor will not incur material handling fees. Dollies, hand trucks, or other means of wheeled transport are not permitted for hand-carry. Cars, Mini-Vans, Small Pick-Up Trucks, Full-Size Vans, and Large Pick-Up trucks requiring use of the dock area will be unloaded by Freeman for per-vehicle-load fee. Vehicles larger than a large pick-up truck, including those with trailers will be unloaded at the main dock at the published per hundred weight rates (posted in the online Exhibitor Service Manual). Tutorials for Material Handling and Minimizing Expenses are both available online at <http://www.freemanco.com/MatHand/> & <http://www.freemanco.com/MinExp/>.

FLOOR PLANS | Exhibitors are urged to check the online floor plan on a regular basis to stay apprised of changes near their booth space. Direct links available at: <http://www.hpbexpo.com/exhibit/floor-plans/>.

QUESTIONS? | Contact Exhibits Manager, Amy Jackson – amyjackson@hpba.org or (703)522-0086, Ext. 125

FOLLOW HPBEXPO

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PLANS FOR 2014 START HERE



EXHIBITION: MARCH 6-8, 2014

EDUCATION: MARCH 5-8, 2014

SALT PALACE CONVENTION CENTER

SALT LAKE CITY, UT

Promoting your booth *just got easier*

GET STARTED



The HPBExpo™ 2014 is pleased to offer Invite a Customer™ Premium, the fast and easy way to create and launch email campaigns inviting your customers to your booth. From the exhibitor registration dashboard, it only takes three easy steps to create and send a professional email, and best of all, it will cost you nothing.

3 SIMPLE STEPS

1

Log-in to the registration website and select Booth Promotion

2

Select Invite a Customer Premium and create your email using a pre-designed template.

3

Upload a CSV list & hit send

It's never been easier to attract your customers to your booth!

Features

- Easy to use – no technical expertise required
- Valuable reporting tools to measure the success of your campaign
- Complies with email laws
- Your lists remain secure – even from show management
- See which of your customers registered for the show after receiving your email
- Pre-designed email templates

To get started, just access Invite a Customer™ from the booth promotion tab on your registration dashboard. Click the "GET STARTED" button above.

For more information call Exhibitor Services Support at 708.786.5565.



Information for the Media

Please complete the information below to designate someone from your staff who will be available onsite to speak with the media when they stop by your booth at HPBExpo. (You can attach additional sheets if necessary.)

EXHIBITOR INFORMATION:

Exhibiting Company/Booth Number: _____

Exhibitor PR Contact Name/Title: _____

Alternate Contact: _____

Mailing Address: _____

Phone: _____ Email: _____ Cell: _____

NEWS/SPECIAL EVENT:

For new products/services

Name of new products/services: _____

When will/did these products debut? _____

What consumer trend does this address? _____

Brief Description: _____

For special activities/event

Type of event: _____

Day/Time of event: _____

Brief Description: _____

Please fax this form as soon as possible to 703-522-0548, e-mail crosby@hpba.org, or mail to Sue Crosby at HPBA, 1901 N. Moore St, Ste 600 Arlington, VA 22209



Tailgate Event Participation Form

The Outdoor Burn Area exhibit hours are extended on Thursday, March 6 to 6:30pm for the third annual HPBExpo Tailgate & Big Green Egg Cook-Off event. Attendees will walk out to the Outdoor Burn Area at 5:00pm when the indoor exhibit hall closes. **Indoor exhibitors are invited to participate by cooking in the outdoor Tailgate Demo Area during this time.** Complete and return this form if your company would like to participate.

☐ ***YES! We will participate in the Tailgate Demo Area during the HPBExpo Tailgate & Cook-Off event*.***

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Product(s) to be demonstrated: _____

Size of Space Needed: _____ Fuel Needed: _____

Will you provide food samples or beverages to attendees?: _____

If so, what? _____

*All food and beverages must be ordered through the convention center caterer. See Outdoor Burn section of the Exhibitor Service Manual for Raw Food order form.

Signature of person completing form: _____

Date: _____

SUBMIT FORM TO:
Hearth, Patio & Barbecue Association
Attn: Amy Jackson
1901 North Moore Street | Suite 600 | Arlington, VA 22209
Secure Fax: (703) 522-0177 | Email: amyjackson@hpba.org



HPBA Industry Party Food & Beverage Ticket Pre-Order Form

Must present order receipt onsite at the Ticket Purchase counter located in the Registration Area to receive tickets. Note: Please only use form if you need to order more than the online quantity of tickets (maximum online registration quantity is 15 for each ticket type).

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Number of Tickets:

_____ **\$5 Single Station Food Ticket** \$_____ .00 subtotal
(Covers tasting at one of the 7 food stations. Pick up
Ticket at the onsite Ticket Purchase counter in Registration.)

_____ **\$29 Super Food Pass Wristband** \$_____ .00 subtotal
(Covers tasting at each of the 7 food stations. Pick up
wristband at the onsite Ticket Purchase counter in Registration.)

_____ **\$6 Beer/Wine Ticket** \$_____ .00 subtotal
(Covers one Beer/Wine drink. Pick up ticket at the onsite
Ticket Purchase counter in Registration.)

_____ **\$7 Mixed Drink Ticket** \$_____ .00 subtotal
(Covers one Mixed drink. Pick up ticket at the onsite
Ticket Purchase counter in Registration.)

\$_____ **Total Cost of Ticket Order**

****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 ___ AMEX

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

Name on Credit Card: _____

Signature: _____ Today's Date: _____

CC Billing Address & Postal Code: _____

SUBMIT FORM TO:
Hearth, Patio & Barbecue Association
Attn: Rachel Pratt
1901 North Moore Street | Suite 600 | Arlington, VA 22209
Secure Fax: (703) 522-0177 | Email: pratt@hpba.org

HPBA All Industry Party Food Station Menus



Roast your own marshmallows at the Kozy Heat Gas Fire Table as part of our S'more Bar!



Individual pineapple upside-down cake with vanilla bean ice cream.



Petite iceberg wedge topped with crumbled applewood smoked bacon, crumbled bleu cheese and house made creamy Ranch dressing. Crowned with fresh cracked pepper.



Poutine –A Quebec favorite of fries topped with gravy and cheese curds.



Polenta cake topped with smoked brisket and a tangy BBQ sauce.



Black Angus slider served on a soft bun with Irish cheddar, homemade pickles, heirloom tomato, crisp lettuce and house sauce.



Slightly spicy shredded chicken breast drizzled with a sweet potato honey and served atop a flaky biscuit.

CANYONS RESORT

WELCOMES

HPBA EXPO

2014 ATTENDEES & EXHIBITORS

HPBA Expo Ski & Snowboard Package
Sunday March 9, 2014

Come join your HPBA friends and extend your stay with a fun filled ski day after Expo. Take advantage of our negotiated special rates for you to enjoy a day of skiing or snowboarding along with lunch at Canyons Resort in Park City, Utah. All you need to do is bring yourself as everything will be covered from transportation, lift ticket, lunch and our company (rentals provided at additional discounted rate).

Canyons is the largest ski and snowboard resort in Utah with 19 chairlifts and 4000 acres of skiable terrain. Canyons Resort features an unrivaled collection of distinctive mountain cuisine. Enjoy a variety of options from simple to elegant at the Resort Village and On-Mountain.





Package includes:

All day ski pass + \$25 gift card for lunch good at any one of 12 on-site restaurants, and transportation. (NOTE: equipment rentals, gratuities & incidentals not included)

HPBA Rate: \$120.00 **Value:** \$202

Need ski and snowboard rentals?

HPBA has negotiated special rates for equipment rentals along with a special private fitting at the main rental facility at Canyon Mountain Sports. An HPBA representative will be on hand to escort you to the fitting upon arrival. Sport, Performance, Demo, and junior rentals available.

HPBA Rate:

From \$41.63 - \$50.61 Value: \$55.50 - \$82.72 - Includes skis, helmet or snowboard, poles, bindings and boots. (Pricing reflects a 25% discount from walk-in rates. Includes taxes & fees) Go to www.rentskis.com/hpb to get started now on your rental.



SCHEDULE

Sunday March 9th, 2014

HPBA Shuttles pick up - 7:00 a.m.
at the Salt Palace Convention Center (Bus pick up/drop off location)

Arrive at Canyons Resort - 7:45 a.m.

Rental pick-up & fittings at Canyon Mountain Sports - 8:00 a.m. - 9:00 a.m.

Ski & fun on the mountain starts at 9:30 a.m.

Lunch on own
(Gift cards distributed on bus for use at any restaurant located at Canyons)

HPBA Shuttle Bus Departure 4:30 p.m.

For additional information: Phone: (800) 544-6648 (please reference the HPBA Canyons Package). Contact Rachel Pratt,

Registration Manager, HPBA Association: (703) 522-0086 ext. 114 or email pratt@hpba.org.

Make the most of your trip and join us for some fun on the slopes!



Outdoor Burn Area Outdoor Heating Product Donation

Varsity Motor Coach will again be setting up in our Outdoor Burn Area broadcasting live sporting events. We are asking for product donations to create a ski lodge type of atmosphere for the area.

Outdoor heating product donations are also being accepted for use at the *Tailgate & Big Green Egg Cook-Off Event* on Thursday, March 6.

If you would like to display your patio heaters, electric heaters, etc. (any warming product will be considered) for either or both of these areas, complete and return this sign-up form.

Exhibitors will be responsible for delivery and pick-up of the products prior to and after the Expo. If products need to be manned while operated, exhibitors will need to supply staff.

☐ ***YES! We will donate an outdoor heating product for the Varsity Motor Coach area in the HPBExpo Outdoor Burn Area (on display March 6-8).***

Product: _____

☐ ***YES! We will donate an outdoor heating product for the cook-off competition area during the Tailgate & Big Green Egg Cook-Off Event in the HPBExpo Outdoor Burn Area (on display March 6, 5:00-6:30pm)***

Product: _____

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

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