HPBA
Hearth, Patio & Barbecue Association
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Bulletin

HPBExpo 2013

The Best in Outdoor Living Products March 13 – 16, 2013 in Orlando!

The Hearth, Patio & Barbecue Expo 2013 heads to the "Sunshine State" next year and attendees and exhibitors are signing up. The Expo will showcase the latest in grills and smokers, the cleverest (and some of the tastiest) barbecue accessories, as well as an enormous array of outdoor living products. It's all happening at the Orange County Convention Center March 13-16, 2013 and registration is open.

The show may be five months away, but, as this magazine goes to print, Expo will welcome back Weber, Big Green Egg, Bayou Classic, Fuego, Bull Outdoor Products, Fire Magic, Saffire, Saber and Music City Metals – just to name a few. And the accessory manufacturers are lining up too: Mr. Bar-B-Q, DiversiTech Grill Pads, Grill Daddy Brush, Kettle Pizza, and many more. You have to come to Expo to see the newest innovations in the barbecue industry.

And, if you carry outdoor products, you must carry a line of firepits. According to *Professional Builder*, outdoor fireplaces and firepits are the second best-selling outdoor feature. Expo 2013 will have the latest in outdoor hearth products – from the most affordable to the most luxurious. You have to see them to learn what's right for your market.

HPBExpo also offers the most affordable education program – generously sponsored by ICC-RSF. As we pull out of this seemingly endless recession, small businesses have had to change their way of doing business. Retailers can learn new marketing and selling methods while in Orlando at Expo. The very popular Bob Negen returns to Expo with his "Whiz Bang! Retail Boot Camp," Ted Topping will moderate a round table discussion on "Innovative Ways to Market Your Business," and outdoor kitchen specialists, Jerry and Sheryl Isenhour, will share their secrets in their session, "Custom Outdoor Kitchen Design." The education program begins a day before the show floor opens and runs for three days.

The show floor will be packed with hundreds of new products. You'll find them in the New Product Pavilions indoors and outdoors, the Attendees Choice Pavilion, the First-time Exhibitors Pavilion and, new for 2013, the Tailgate Pavilion, sponsored by *Tailgater Monthly* magazine, outside in the Outdoor Burn Area. You'll also find new products all over the show floors. Manufacturers come to the Expo to get feedback on new technology and new design features. They want to know what your customers are looking for and buying. This is also an opportunity for you to tell your suppliers what's not working for you.

Hearth, Patio & Barbecue Expo 2013

The second annual Tailgate and Big Green Egg Cook-off will pack the outdoor burn area at the end of the exposition's first day. Popular Orlando chefs are already lined up wanting to participate and show off their skills. The Donna H. Myers Barbecue Leadership Award, sponsored by *Casual Living* and HPBA, will also be presented.

New for 2013 is a Friday sports bar in the outdoor burn area so you can relax, grab a beer and catch a basketball championship game. The Tailgate Pavilion, hosted by *Tailgater Monthly* magazine, will have the latest tailgate equipment – an increasingly popular activity at football games and outdoor concerts. On Friday night, the all-industry party will be at the House of Blues – anyone with an Expo badge is invited to a night of music, entertainment and, best of all, all your industry friends.

It's all happening at the Orange County Convention Center – register for show badges, education passports and hotel accommodations at www.hpbexpo.com. We look forward to seeing you there!