

HPBExpo Goes Virtual

HPBExpo Connect Will Bring the Industry Together

March 17, 2021, Arlington, VA – The Hearth, Patio and Barbecue Association announced today that HPBExpo 2021, scheduled to be in Louisville, will now be an all-virtual event. HPBExpo Connect will take place on the same dates, June 23-26, 2021, and be completely online.

“Going all virtual gives us a great opportunity to reach a broader audience as many of our exhibitors and attendees raised travel restriction issues and safety concerns. We are excited to reach more people through a virtual platform and introduce them to the amazing products our industry creates – and to do it safely,” noted Kelly VanDermark, Vice President – Expositions and Events. “We had hoped to be able to get together in person in Louisville this June, but ultimately our industry decided that we’re not quite ready to get fully back to normal. Fortunately, we have been planning for a virtual component to this year’s show, so we are ready to go.”

HPBExpo Connect will open for business on June 23rd and be up and available to attendees for a full month. “Going virtual means that attendees can visit with exhibitors on their schedule, no matter where they are located. We’ve selected eventPower, a great platform for the show, that is easy to use both for the attendee and the exhibitor,” VanDermark continued.

The Expo Education Program will be fully available during the entire month for anyone who buys the Education Passport. The classes will be held live during their originally scheduled time slots, but then will be available on-demand.

The virtual platform will also allow for more product demonstrations, a convenient way to visit the key suppliers, and to discover new products. “We will be highlighting all the new products this year, so our attendees will get to see the hottest new trends and then talk directly with the manufacturer,” VanDermark noted.

HPBExpoConnect will also include a keynote address by Bridget Brennan, the founder and CEO of Female Factor. Her talk, “Winning Her Business: Transforming the Customer Experience in a Changing World” will provide key insights. HPBA is also planning many more exciting activities to enhance the HPBExpoConnect experience.

For all news Expo, go to www.hpbexpo.com.

Boilerplate....