EXPO 2005 – The Heat Goes On: 
Major Home Living Trade Show Returns to Its Roots

Arlington, VA (September 2004) Celebrating its silver anniversary in the city where it was first staged in 1980, the Hearth, Patio & Barbecue Association (HPBA) EXPO show returns to Atlanta on February 23-26, 2005, at the Georgia World Congress Center. And with it comes everything that’s new from these key lifestyle-enhancing industries to feed the nation’s ever-growing passion for comfortable, convenient at-home leisure living.

“In 2004 we faced increased competition from one new show as well as from another which was moved from its traditional summer slot to our time frame,” said Carter Keithley, CEO of HPBA, “nevertheless we had more exhibitors and a higher attendance than ever. We expect to do even better back in Atlanta in 2005.”

More than 400 companies exhibited, introduced and demonstrated their wares at EXPO 2004, with literally thousands of new products on display. A full 25 percent were first time exhibitors, there to participate in the EXPO presentation to retailers of the newest concepts and products in hearth, patio and barbecue equipment and accessories.

Across-the-Board Growth ... and Profitability

HPBA data show a steadily increasing popularity for hearth appliances among U.S. homeowners, with 2003 shipments of 1.5 million units. For the first time, gas fueled product shipments topped 1 million. Nearly 60 percent of new single home construction features at least 1 fireplace; a full third of new homes offers
2. Design advances and new technologies have imbued fireplaces and freestanding stoves with an enhanced role in consumer home lifestyles. “No longer a simple piece of hardware, today’s hearth appliances are making design statements of their own as homeowners choose from a vast range of sizes, styles, materials and accessories. There is now, literally, a fireplace for any room in the house.” Keithley added.

Barbecue grills, which took a 7 percent hit in 2003 due to prolonged bad weekend weather in much of the nation during the spring and summer, are projected by HPBA to rebound in 2004 to above 15 million units shipped. Seriously increased competition among manufacturers will have the result of more grill for the consumer’s dollar as the outdoor room continues its inroads into the backyards of America.

Higher quality portables, dual-fuel combination grills, high-end built-in island models and infra-red systems are all meeting great consumer acceptance and adding to the versatility of outdoor cooking.

Products, plus …

Three days at EXPO will provide the savvy specialty retailer with quick results in marketing and promotional insight to help sell these high-profit products that have become lifestyle priorities. And four days of educational seminars on topics addressing vital retailer concerns will be offered.

The largest outdoor ‘burn area’ ever as well as the first indoor burn area will bring barbecue grills, fireplaces, freestanding stoves and outdoor hearth appliances to real life. Scores of new product designs, enhancements and technologies are launched at EXPO each year. The primary objective is to provide the retailer with profitable merchandise that meets the evolving lifestyle of the U.S. homeowner.

It will all be at – and only at – EXPO 2005. Check it out at www.hpbexpo.org
This is a not-to-be missed event, so mark your calendar and register today!

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About the Hearth, Patio & Barbecue Association (HPBA)
The Hearth, Patio & Barbecue Association (HPBA), based in Arlington, Va., is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,600 members in the HPBA.