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Silver Anniversary HPBExpo Sets Records: 444 Exhibitors, More Than 12,000 Attendees at Atlanta Show

ARLINGTON, VA (March 3, 2005) In a hugely successful return to where it all began in 1980, the Hearth, Patio & Barbecue Association (HPBA) staged its 25th anniversary EXPO at Atlanta's Georgia World Congress Center on February 23 – 26, 2005.

"Our 2003 show in Nashville set the previous attendance record of 11,000," said HPBA president and CEO Carter Keithley. "We broke that in Atlanta, with more than 12,000 industry participants there to see and experience all that's new in the growing world of hearth, patio and barbecue products and outdoor rooms as they were exhibited by some 444 companies – 20 percent of them first-timers to the event. Among EXPO attendees were more than 2,100 'buying entities' – an increase of one third over 2004. The show also featured the largest outdoor burn area ever assembled, which included 72 exhibits, as well as our first indoor burn area." The outdoor area provides an actual performance venue for manufacturers to display their hearth products in 'live mode' and for grill makers to cook and provide great tasting samples.

(more)

A Very Big Show... and a Very Good Show

Keithley continued, "We were particularly gratified by the immediate feedback from exhibitors as well as attendees about just how good they thought this EXPO was." Literally thousands of new products were displayed and demonstrated, representing the latest innovations and technologies in hearth, patio and barbecue equipment and accessories.

A Lot More than Products

The three days of EXPO also provided savvy retailers with results-oriented marketing and promotional insights to help sell the high-profit items that have become homeowner lifestyle priorities. Educational seminars on topics pertinent to retailer concerns and certification classes were also held for attendees.

The Bottom Line

"All these product categories play major roles in the Great American Home makeover movement," Keithley concluded. "Because EXPO is a focused trade show – drawing together every facet of our industry – it continues to thrive despite increased competitive pressure from other events. We're already at work on our plan to make HPBExpo 2006 in Salt Lake City another major success as we feed the nation's burgeoning enjoyment of comfortable, convenient at-home living. "

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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.