THE FIRE TIME PODCAST

HPBEXPO 2020 SHOW GUIDE

NEW ORLEANS, LA

Episode 45 - Winning the HPBExpo

Most companies go to the HPBExpo every year because "it's what we've always done", but they don't attack it with intention and focus. The result is that they spends thousands of dollars to wander around or aimlessly show products during the day so they can go out and party at night. The truth is that's not how you win a trade show.

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	Wed, March 11	Thu, March 12	Fri, March 13	Sat, March 14
8:30: AM		**Expo Keynote:** Hot Profit - Optimizing Retail Space to Spark Growth in Your Sales Wayne Visbeen LaNouvelle Ballroom	**Professional Service and Installation** Suzanne Turner	**2 hr. Breakfast** "What are we going to implement?"
8:45: AM				
9:00: AM				
9:15: AM			**Show Opens**	
9:30: AM			**Meet with supplier** (50 min)	
9:45: AM	**Consumer Buying in the Digital Age** Renee Schmitz, The Outdoor GreatRoom Company			
10:00: AM		**Show Opens**	**Common Installation Errors** Mark Jones, Chestnut Hill Chimney and Hearth	
10:15: AM		**Meet with supplier** (50 min)		
10:30: AM				
10:45: AM			**Meet with supplier** (50 min)	
11:00: AM	**Delivering the Perfect Installation** Grant Falco, Falco's	**Meet with supplier** (50 min)	**The Fire Time Podcast:** Live Episode w/ Stephen Schroeter *(co-CEO, Napoleon)* & Grant Falco *(Owner, Falco's)* **Location:** TBD (on the tradeshow floor)	
11:15: AM				
11:30: AM				
11:45: AM				
12:00: PM	***LUNCH*** Debrief	**Meet with supplier** (50 min)	***Lunch***	
12:15: PM				
12:30: PM				
12:45: PM				
1:00: PM	**Showroom Design -** Debbie Hannig, Hannig Marketing or **Successful In-House Training -** Jerry Isenhour, CVC Success Group or **Win More with a Marketing Strategy Design -** Tim Reed, Reed Marketing LLC	***Lunch***	**The Hearth Design Specialist as a Profit Driver** Suzanne Turner or **Preparing Your Family's Firm Next Generation of Leaders** Doug Brown, Paradigm Associates	
1:15: PM				
1:30: PM				
1:45: PM				
2:00: PM				
2:15: PM	**Finish the Race: Follow Up to Close More Sales and WIN! -** Carter Harkins & Taylor Hill, Spark Marketer or **Sales Leadership: Learn to Build a Sales Process That Motivates Your Team and Wins More Business Than Ever -** Tim Reed, Reed Marketing LLC or **Successfully Selling Barbecue Grills -** Jerry Isenhour, CVC Success Group	**Walk around the show**	**Outdoor Burn Area** Louisianna Grill Demo Training	
2:30: PM				
2:45: PM				
3:00: PM				
3:15: PM				
3:30: PM	**Social Media 2.0** Grant Falco, Falco's	**Increasing Builder Sales** Sean Rosser, Hearthside Fireplace & Patio	**Maximizing the Value of Your Business** Terry Kelm, Sunbelt Franchise Sales & Re-sales	
3:45: PM				
4:00: PM				
4:15: PM				**Fly Home**
4:30: PM		**30 min Debrief**		
4:45: PM		**Show Closes**		
5:00: PM	**MAHPBA Party** **Debrief** (30 min) Have fun and get to know people		**Vesta Awards**	
5:15: PM				
5:30: PM	**MSHPBA/MW HPBA Party** **SEHPBA Party** **Debrief** (30 min) Have fun and get to know people			
5:45: PM				
6:00: PM	**The Fire Time Podcast Meet Up** Public Belt @ Hilton Riverside (2nd Floor)			
6:15: PM				
6:30: PM	**Western States Party (AZ/Pacific/RM/OR/NW) -** **Debrief** (30 min) Have fun and get to know people			
6:45: PM				
7:00: PM		**Go to dinner with a top supplier, talk one business objective and then have fun**	**Go to dinner with a top supplier, talk one business objective and then have fun**	
7:15: PM	**HPBACAN Party** **NEHPBA Party** **Debrief** (30 min) Have fun and get to know people			
7:30: PM				
7:45: PM				
8:00: PM				
8:15: PM				
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