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FAX MEMORANDUM

DATE: July 27, 2010

TO: HPBA Manufacturer Members

cc: HPBA Board of Directors, Expo Committee, HPBA and Affiliate Staffs

FROM: Jack Goldman
 President & CEO

SUBJECT: HPBA Membership Dues & Expo Booth Fee Changes

At its June 24th meeting in Salt Lake City, the HPBA Board of Directors voted to restructure HPBA’s membership dues and Expo booth fees to give the association a more solid financial footing. This year’s challenges, the NSPS review and the Department of Energy’s ruling on gas products, have made it evident that the association must be ready to protect the industry and have the resources to support the defense. A stable mix of revenues will enable the association to continue to provide the services that its members want and need. In addition, it will reward the companies that consistently exhibit at HPBExpo year after year.

2011 & 2012 Dues Structure

The new dues schedule will take place over two years to minimize the impact on the membership, and is expected to increase our dues revenue by 11% in 2011 and by another 14% in 2012. The new booth fee structure goes into effect for Expo 2012.

The 2011 dues schedule contains a reduction in the number of dues classes from 15 to nine, and a progressive increase in the size of the dues increase as one goes to higher dues classes. A progressive increase is being used because dues are a larger fraction of sales for smaller companies than for larger ones – the increase will thus slightly decrease the difference in the ratio of dues to sales between smaller and larger members (following current policy, patio manufacturing members all pay at the lowest dues rate).

Dues Class	North American Sales	2011 Dues	2012 Dues
M1	<\$ 1,000,000	\$ 1,680	\$ 1,764
M2	<\$ 2,000,000	\$ 2,581	\$ 2,775
M3	<\$ 5,000,000	\$ 4,404	\$ 4,845
M4	<\$ 10,000,000	\$ 6,309	\$ 7,098
M5	<\$ 20,000,000	\$ 9,218	\$10,601
M6	<\$ 50,000,000	\$12,564	\$14,762
M7	<\$100,000,000	\$16,046	\$19,255
M8	<\$200,000,000	\$22,943	\$28,105
M9	>\$200,000,000	\$30,727	\$39,176

2012 Expo Booth Fees

A new multiple-tiered booth fee structure was also approved at the June 24th meeting. The structure rewards HPBA member companies that are returning exhibitors from the previous show with the lowest fees. New first-time exhibitors will also get the same rate. Companies that are members, but did not exhibit at the previous year’s Expo, will pay a higher rate – roughly intermediate between the current “member” and “non-member” rates. Companies that were not members in 2011, whether they exhibited at Expo or not, and join in 2012, will also pay the intermediate rate.

The new booth fee structure is an incentive to maintain both membership and a presence at Expo each year. In addition, by making this structure effective for Expo 2012, companies have adequate time to make plans for Expo 2011 in order to fall into the pricing category of their choice. The new structure also incorporates an increase of \$1/square foot to the current “member” and “non-member” rates being used in 2011 (see chart below for schedule).

HPBExpo 2012 Exhibit Rates

2012 HPBA Members*		2012 Non-Members*	
2011 HPBExpo Exhibitor:			
- 2011 HPBA Members	\$26/\$28 ⁺	Former Exhibitor (any previous year)	\$43/\$45 ⁺
- NOT a 2011 HPBA Member/Returning	\$34/\$36 ⁺	First-Time Exhibitor in 2012	\$26/28 ⁺
2011 Non-Exhibiting Member	\$34/\$36 ⁺		
First-Time Exhibitor in 2012	\$26/\$28 ⁺		

* Only companies paying 2012 HPBA manufacturer, distributor, or associate dues are eligible for a member exhibit rate. All other exhibitors must pay a non-member rate.

⁺ Secondary price points apply to indoor corner booths and outdoor space over and above indoor space contracted.

Information on the new booth fee schedule will be sent to Expo’s current and past company contacts and will be published in upcoming Exhibitor Bulletins.

Moving Forward

The Board is confident that this new structure will produce greater financial security for HPBA and enable us to continue our important programs to promote the industries to legislators and regulators, consumers and the media. Our first priority is to support your business interests.

On behalf of the Board, thank you to all our volunteers that gave many hours of their time to help HPBA find the course to grow again and be a strong, vibrant association with a healthy trade show. If you have any questions regarding this restructure of membership dues and Expo booth fees, please do not hesitate to contact me at goldman@hpba.org or (703) 522-0086, ext 123.