



NOVEMBER 8 - 9, 2020 ■ JACOB K. JAVITS CONVENTION CENTER OF NEW YORK

Exhibitor Prospectus

ABOUT HX

Enhanced by a new partnership with AAHOA, the HX conference and expo offers unparalleled opportunities to experience today's must-have hospitality innovations. The exhibit floor gives hotel and F&B owners/operators, leading brands and independent hoteliers, management and purchasing companies, and other industry executives direct access to a comprehensive range of operating supplies and equipment, from extraordinary guest amenities and GRM technology to back-of-house products and systems that improve overall profitability.

Where **Hospitality & Dining** meet to reimagine an industry.

4,000+

hotel and foodservice owners, executives, directors and general managers will attend HX.

225+

exhibitors showcase the latest products and services in hospitality.

1,000+

crossover attendees from co-located Boutique Design New York (BDNY).

About the Hotel Industry

- Nearly **1,000,000** hotel rooms are located in the Northeast Corridor, the primary region where HX attendees are located. The rooms are represented from **10,390 properties** and account for **221.7 million room nights** annually
- \$53.8 billion+** foodservice dollars are spent in the Tri-State Area of New York, New Jersey and Connecticut. This area is also home to 68,000 independent restaurants

HX Exhibit Categories



EXHIBIT SHOW FLOOR

30,000 net sq. ft.

DATES & HOURS

Sunday, Nov. 8 • 10:00 AM – 5:00 PM

Monday, Nov. 9 • 10:00 AM – 5:00 PM

| | PREMIUM BOOTH PACKAGE | BRING YOUR OWN BOOTH PACKAGE | TECH KIOSK |
|---|--|--------------------------------------|--|
| Early Bird Rate | \$69.85 Per SQ. FT | \$45.95 Per SQ. FT | \$3,517.50 |
| Regular Rate (after March 2nd) | \$72.55 Per SQ. FT | \$49.50 Per SQ. FT | \$3,517.50 |
| Includes: | White Smart Wall System, Lighting, Carpet, and Drayage *Non-weight Bearing Wall | Back and Side Pipe & Drape & Drayage | Counter, Monitor, Bar Stool, graphic panel with company logo, Internet Access, and Electrical Plug |
| *\$325.00 per corner premium charge, Min. 200 sq ft *\$99.00 Digital Marketing Fee | | | |

BACK IN 2020

HX: The Conference

- Two day **stand-alone** conference
- Session Core Pillars:
 - **Development**
 - **F&B/Restaurant**
 - **Finance**
 - **Leadership**
 - **Operations**
 - **Technology**

HX: The Show

- **Food Service Pioneering Concept** — the creation of unique foodservice venues that can operate in lobby spaces. The FPC specifically focuses on a concept designed to bring foodservice to the lobbies and other public spaces in hotels and resorts.
- **HX: The Stage** — engagement opportunities on the trade show floor to communicate industry information, trends, and to showcase the latest hospitality products and services.

HX: GenFWD

- **Young Professionals Reception** — a celebration with up-and-coming hoteliers and on-the-rise industry peers designed to help hospitality professionals who are early on in their careers make new connections.

HX brings you the power of partnership

We have partnered with top hospitality associations and media brands to promote HX. Partners for HX 2020 include:



Through print & digital advertising, targeted emails to their circulation databases and coverage of HX, these partners will help spread the news and bring more hospitality professionals to HX this November.

And that translates to more business opportunities for you.



WHO ATTENDS HX?

Sample Attendee List

ANDAZ PALM SPRINGS
General Manager

ARAMARK
District Manager

AVENDRA
Strategic Sourcing Manager

**CAESARS ENTERTAINMENT
CORPORATION**
President of Hospitality

CAMELBACK RESORT
General Manager

CHOICE HOTELS INTERNATIONAL
Director of Franchise Development

COMPASS GROUP NORTH AMERICA
Director

DENIHAN HOSPITALITY GROUP
Executive Vice President
Operations & Technology

**DOHERTY ENTERPRISES
(140 RESTAURANTS)**
VP of Operations

DREAM HOTEL GROUP
VP of Technology

EDWARD DON & COMPANY
District Sales Manager

FOUR SEASONS HOTEL NEW YORK
Director of Rooms

FOUR SEASONS HOTELS & RESORTS
Senior Director of F&B Americas

FRCH DESIGN WORLDWIDE
Vice President of Creative

GANSEVOORT HOTEL GROUP
President and Founder

GIRL SCOUTS OF AMERICA
Vice President, Procurement, Vendor Management

HEI HOTELS & RESORTS
Vice President Food and Beverage
and Procurement

HERSHA HOSPITALITY MANAGEMENT
Executive Vice President

HIGHGATE HOTELS
SVP of Technology

HILTON WORLDWIDE
Director of Brand Food and Beverage

HYATT HOTELS CORPORATION
Senior Vice President, Operations Americas

IHG
Director of Global Procurement

**KEMPERSPORTS GOLF COURSE
MGMT COMPANY**
Director

KIMPTON HOTEL & RESTAURANT GROUP, LLC
Vice President, Catering + Banquet Brand Operations

LOEWS HOTELS
Director of Operations

MARCUS HOTELS & RESORTS
SVP of Operations

**MARRIOTT VACATIONS WORLDWIDE
CORPORATION**
Executive Vice President and Chief Growth
and Inventory Officer

MIRBEAU INN & SPA
General Manager

NEW CASTLE HOTELS, LLC
Vice President Food and
Beverage & Rooms /Managing
Director

OMNI HOTELS & RESORTS
Vice President Food and Beverage

OS&E INC.
President

PARKER MERIDIEN HOTEL
General Manager

SAM TELL & SON, INC.
Vice President

SOURCE1 PURCHASING
Director of Purchasing

THE BROADMOOR
CEO

THE MONTELEONE HOTEL
Vice President and
General Manager

THE PENINSULA NEW YORK
Purchasing Director

VANDERBILT BEACH RESORT
General Manager

WALT DISNEY PARKS & RESORTS
Regional General Manager

WYNDHAM HOTEL GROUP
Vice President Operations

TWO ROADS HOSPITALITY
Vice President, Restaurant, Bars & Events

DECISION MAKERS

Brand Marketing Manager
Chief Executive Officer
Chief Financial Officer
Chief Operating Officer
Chief Information Officer
Chief Technology Officer
Creative Director
Director of Engineering
Director of F&B
Director of Finance/Accounting
Director of Foodservice
Director of Housekeeping
Director of HR
Director of Operations
Director of Purchasing
Director of Revenue Management
Director of Sales & Marketing
Director of Security & Safety
Director of Sustainability
Director of Telecommunication
Director of Facilities and
Maintenance
Executive Chef/Sous Chef
Foodservice Consultant
Foodservice Equipment Dealer
General Manager
Guest Services Manager
Interior Designer/Architect
Owner/Operator
Project Manager
Rooms Division Manager

Engaged Attendees = Motivated Buyers

Exhibiting at HX is the best investment in business development you will make in 2020.

- **Highly coveted buyers** and decision makers
- **74% +** are involved in **buying and decision making**
- **1/3** of all attendees are from companies of **250+ employees**
- HX's marketing reach has expanded to include **more leaders** and **owners** from casinos and resorts, independent hotels and the military
- HX attracts **senior executives** who control purchasing for **hotel operations, foodservice, housekeeping, technology** and other key areas

TYPES OF BUSINESSES

| | |
|------------------------|---|
| Bed & Breakfasts | Hotel, Resorts and Spas |
| B+I Foodservice | Hotel & Restaurant Management Companies |
| Casinos | Independent Hotel & Restaurants |
| Country Clubs | Purchasing Companies |
| Cruises | Senior Living |
| Design Firms | Private Clubs |
| Healthcare Foodservice | |

2018 ATTENDEE SEGMENTS



MARKETING OPPORTUNITIES

Your success is our success at HX. As an exhibitor, you are the VIP, and HX offers you dozens of marketing strategies, tips and tools for success. There are fabulous targeted sponsorship opportunities, as well as presentations and special features to establish your brand.

What's included with your exhibit booth?

- Opportunity to submit your product and/or service in the Editors' Choice Product Awards and TECHpitch Competition (fees may apply)
- Complimentary listings
- Social media drivers
- VIP customer promo codes & invitations

Value Added Investments to Increase Your ROI

- Exclusive conference sponsorships
- HX website banner ads
- Show directory ads
- Sponsorship opportunities (get details, these sell out fast!)
- Registration (onsite and online)
- Post-show exhibitor emails
- Entrance door decals
- Water cooler stations
- Lanyards
- Tote bags
- Stair decals
- Speaker ready room
- conference F&B break



EDITORS' CHOICE AWARDS AND TECHpitch WINNERS AT HX 2018

FOOD & BEVERAGE

Ripples

HOTEL PRODUCT

CIRQ+

FOODSERVICE EQUIPMENT

Vulcan

TECHNOLOGY

ShuttleQ Transportation

GUEST AMENITIES

Amenity Services

"BEST OF SHOW"

CIRQ+

TECHpitch

BEEKEEPER

Custom marketing programs are available

For additional details and pricing please contact:

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HX: EXHIBITOR TESTIMONIALS

AVVIO

PREMIUM BOOKING PLATFORM
FOR HOTELS

Rich Tuckwell

North American President, AVVIO

"HX is a great platform for Avvio, because just like Avvio, it's always focused on providing the best experience for guests," says Tuckwell. "HX is unlike any show I have ever attended, and it's so refreshing to attend a show where everyone is focused on the guest's journey, from beginning to end."



SERVICE QUALITY
MANAGEMENT PLATFORM

Karen O'Neill

President-Americas

"We always try to attend and exhibit at the HX show because the show provides us opportunities to collaborate and network with leading hospitality professionals. In fact, amongst other promising leads, we connected with a company that is interested in collaborating their product and our housekeeping app which could result in closing a deal with over 12,000 rooms!"



SUPERIOR COMMERCIAL SOAP
DISPENSERS FOR GUEST AMENITIES

Heather Manness

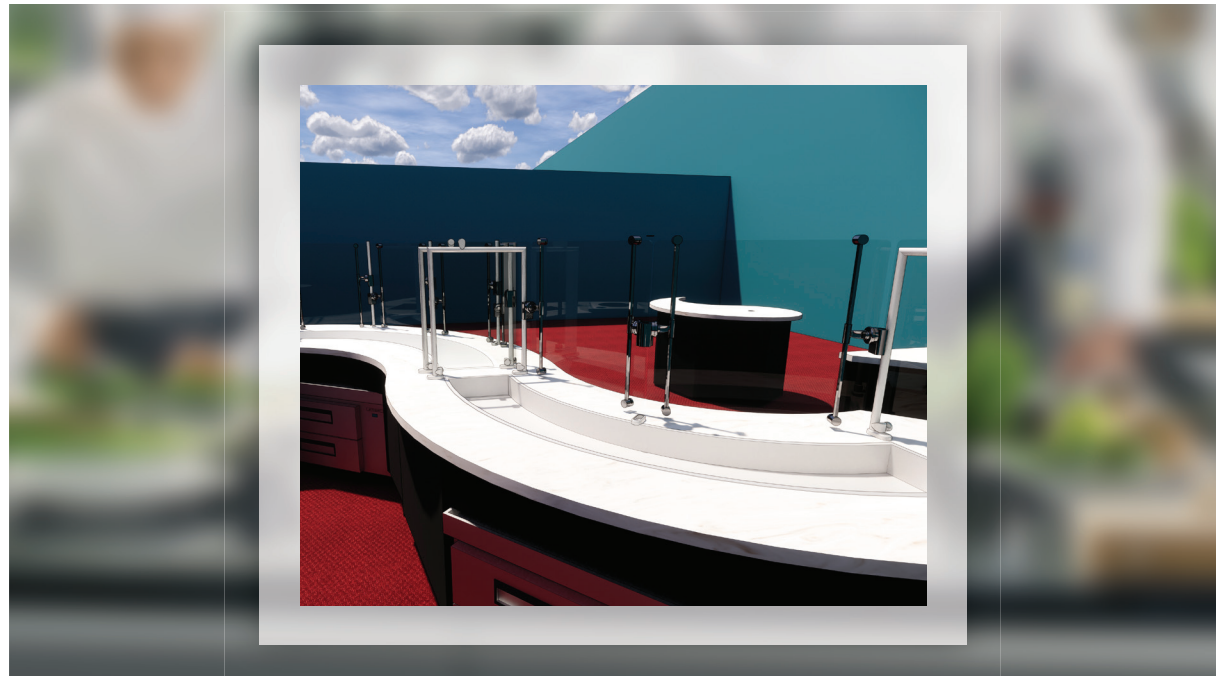
"It was the best show we have done to date and that says a lot considering we have been doing the New York show for many years"



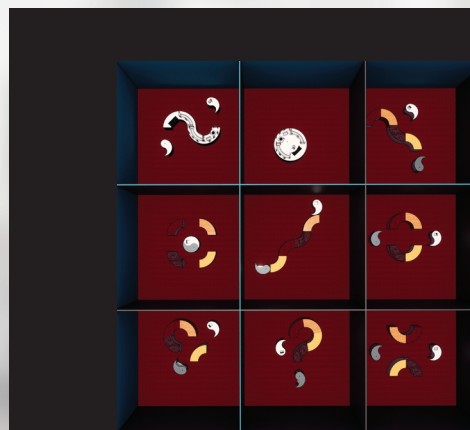
STRATEGICALLY-POSITIONED EDUCATION SESSIONS AND 2019 FOODSERVICE PIONEERING CONCEPT DESIGN

Back this year is our popular educational sessions, located on the trade show floor. These sessions are filled with theater presentations, panel discussions, cutting-edge product demos and keep attendees engaged on the trade show floor.

Each year, the Foodservice Pioneering Concept Design is a curated special exhibit that incorporates products and services to demonstrate what's new and what's next in shaping the guest experience. Through a collaboration between HX, the Foodservice Consultants Society International (FCSI) and vendor partners, these concepts come to life, built as life-sized working models on the HX show floor.



2019 FOODSERVICE PIONEERING CONCEPT WINNER:
DUALITY, DESIGNED BY FOODSPACE



CO-LOCATED WITH BDNY

Engage More Buyers. HX is co-located with Boutique Design New York (BDNY), a trade fair attracting 8,500 interior designers, architects, purchasing agents, hospitality owners and developers. Planned traffic flow is integrated into HX, packing the floor with more buyers and creating greater buzz, conversation and energy in every aisle.

1,000+
Crossover Attendees

BD | NY

A BOUTIQUE DESIGN TRADE FAIR

CONTACT US

Apply to exhibit online:

www.thehotelexperience.com

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Find us on social media:



#HX2020



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